## REMARKS

Claims 1-17 are pending in the application with claim 1 amended by the present amendment.

Applicant would like to thank the Examiner for indicating that claims 2-17 are allowed.

Claim 1 is rejected as anticipated by IKEDA U.S. Publication No. 2001/0052886. This rejection is respectfully traversed.

The earliest date to which IKEDA is entitled as 102(e) prior art is IKEDA's March 26, 2001 U.S. filing date. Applicant claims priority to Japanese Application No. 2000-208928 filed July 7, 2000 which antedates IKEDA's earliest 102(e) date. Applicant submits herewith a verified English translation of the Japanese priority document to perfect the claim to priority and remove IKEDA as a prior art reference.
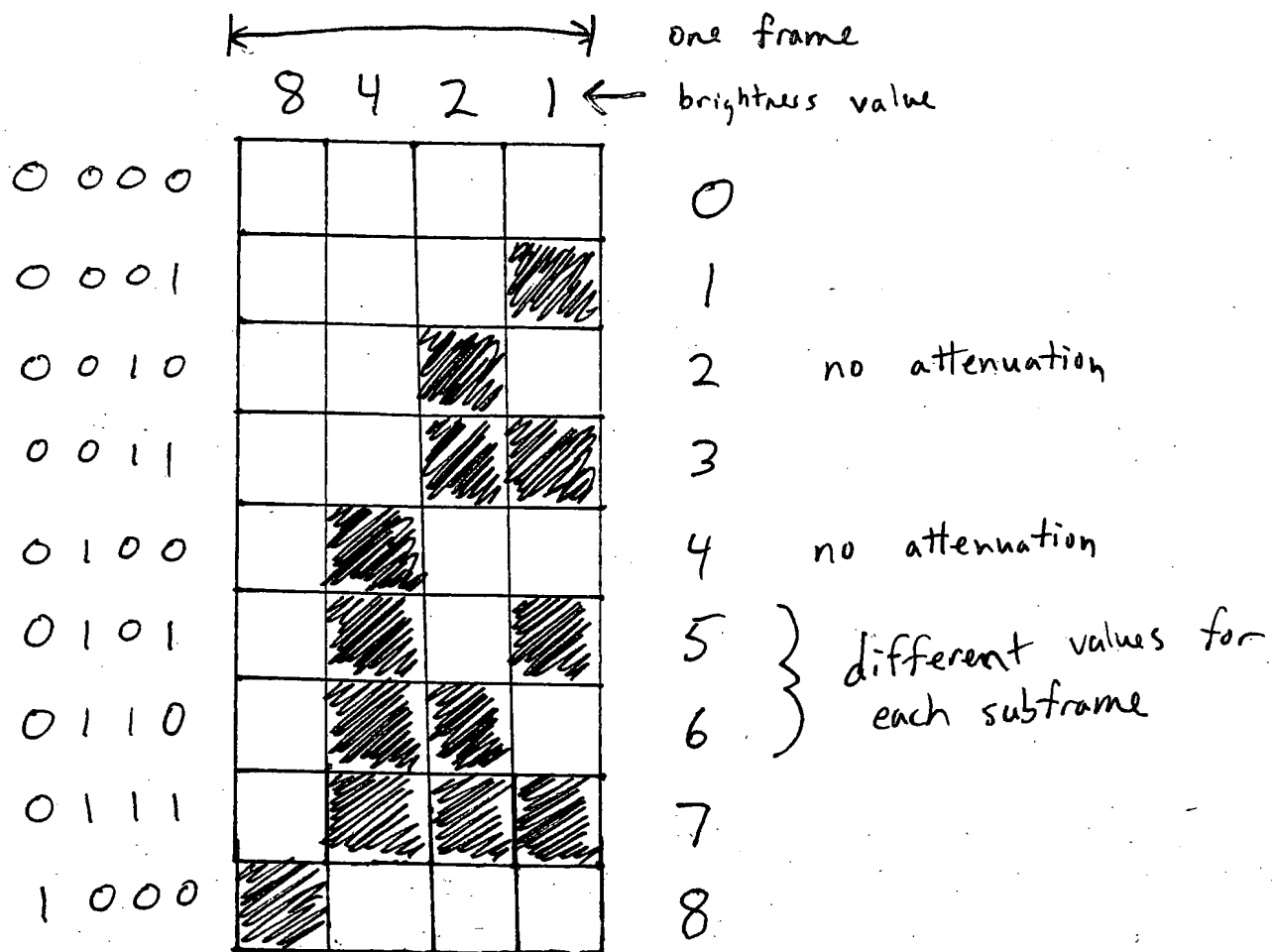
Claim 1 is rejected as anticipated by DENDA et al. 6,344,839. This rejection is respectfully traversed.

Claim 1 is amended and recites a brightness of each subsequent sub-frame of a frame is attenuated at a same designated ratio with respect to a brightness of a preceding sub-frame.

By way of example, page 12, lines 12-25 of the present application in conjunction with Figure 9 discloses how the brightness of one pixel is changed as time passes. Specifically, as shown in Figure 9, in each frame of the concerned pixel, the

brightness of a subsequent sub-frame is consistently one-fourth of that of the antecedent sub-frame. As known to one of ordinary skill in the moving picture art, the brightness of each frame is randomly displayed over time with respect to other frames. Accordingly, for the embodiment shown in Figure 9, each subsequent sub-frame will have a brightness that is one-fourth of the respective antecedent sub-frame such that the value of the subsequent sub-frame is random with respect to other frames, but one-fourth of the value of the antecedent sub-frame.

Column 5, lines 41-47 of DENDA et al. disclose that one frame comprises, for example, n sub-frames whose relative values of brightness are $2^{n-1}$, $2^{n-2}$,...$2^{n-n(=0)}$. As seen in Figure 4(a) of DENDA et al., for n = 4, the relative values of brightness are 8, 4, 2 and 1, respectively. As seen in Figure 4(b) of DENDA et al., each frame uses the same relative values of brightness (8, 4, 2, 1). DENDA et al. select certain sub-frames based on a corresponding binary number value of the frame level from the possible values of 8, 4, 2, 1 as shown below.

|   | 8 | 4 | 2 | 1 ← brightness value |   |
|---|---|---|---|---|---|
| O O O O |   |   |   |   | O |
| O O O l |   |   |   | ▨ | l |
| O O l O |   |   | ▨ |   | 2   no attenuation |
| O O l l |   |   | ▨ | ▨ | 3 |
| O l O O |   | ▨ |   |   | 4   no attenuation |
| O l O l |   | ▨ |   | ▨ | 5 |
| O l l O |   | ▨ | ▨ |   | 6 |
| O l l l |   | ▨ | ▨ | ▨ | 7 |
| l O O O | ▨ |   |   |   | 8 |

one frame

5, 6 } different values for each subframe

The relative values of brightness of DENDA et al. are constant values that are determined based on a known brightness signal. DENDA et al. do not disclose or suggest a brightness of each subsequent sub-frame of a frame is attenuated at a designated ratio with respect to a brightness of a preceding sub-frame as recited in claim 1 of the present application.

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As the reference does not disclose that which is recited, the anticipation rejection is not viable. Reconsideration and withdrawal of the rejection are respectfully requested.

The Commissioner is hereby authorized in this, concurrent, and future replies, to charge payment or credit any overpayment to Deposit Account No. 25-0120 for any additional fees required under 37 C.F.R. § 1.16 or under 37 C.F.R. § 1.17.

Respectfully submitted,

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**Appendix:**

The Appendix includes the following item:

- a verified English translation of Japanese Appln. No. 2000-208928